Outdoor Industry Weekly Brief

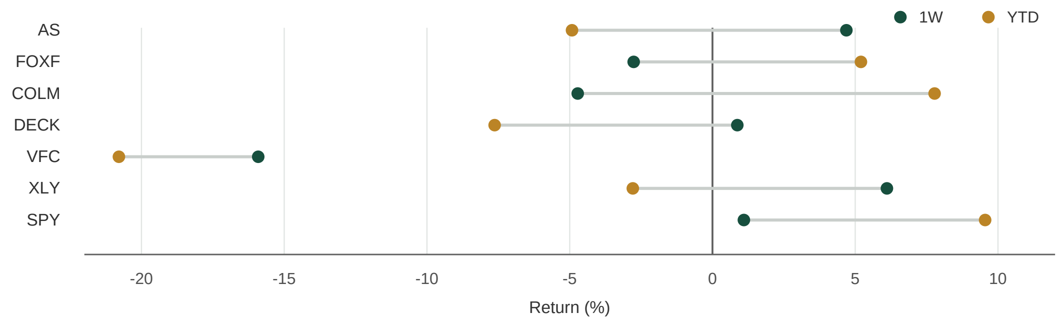
August 3, 2026 | Week 31 (July 27 - August 2, 2026)

Weekly digest of key signals for outdoor-industry professionals (product -> trade/policy -> companies/exec -> earnings/macro).

Key signals (2-3 min read)

Signal	Brief	Source
Materials	Mammut completed a PFAS phase-out across its FW25/26 product system; Niber is building an ingredient brand around a PFAS-free electrospun membrane.	Mammut; Niber; OIC
Ownership	Jacobs Capital agreed to sell Mammut to CPE, retaining Swiss management and headquarters while adding an Asia-Pacific growth partner.	Jacobs Capital; OIC
Demand / retail	Fishing participation slipped for the first time since 2021, while back-to-school shoppers remained deal-led and store-oriented.	ASA; ICSC; SGB
Earnings	Newell outdoor returned to core-sales growth; VF and Columbia improved, but tariff recoveries materially boosted reported profit.	Newell; VF; Columbia

Market - snapshot (weekly + YTD; close July 31, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	35.51	+4.69%	-4.92%
FOXF (Fox Factory)	18.00	-2.76%	+5.20%
COLM (Columbia)	59.38	-4.72%	+7.78%
DECK (Deckers)	96.88	+0.87%	-7.63%
VFC (VF Corp)	14.32	-15.91%	-20.79%
XLY (Cons. Disc.)	116.09	+6.11%	-2.79%
SPY (S&P; 500)	747.03	+1.10%	+9.55%

Note: 1W = July 24 -> July 31; YTD = Dec 31 -> July 31 (chained). Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 31 (July 27 - August 2, 2026) - Curation: Artiga Partners

Product & Innovation

Mammut - PFAS exit becomes a full product-system decision. From Fall/Winter 2025/26, Mammut says its apparel, footwear, sleeping bags, harnesses, backpacks and accessories are made without intentionally added PFAS. The milestone shifts the discussion from isolated DWR updates toward category-wide material architecture, care and repair.

Source: Mammut 2025 Responsibility Report / product announcement; OIC, July 2026.

Niber - a new PFAS-free membrane seeks ingredient-brand status. The Singapore-based company is commercializing an electrospun nanofiber platform designed for waterproof, highly breathable laminates. Hiring former PrimaLoft executive Jochen Lagemann and ingredient-brand specialist Tomas Vucurevic signals that technical proof is now being paired with specification, retail communication and consumer recognition.

Source: Niber Technologies announcements; OIC, July 2026.

Trade & Ecosystem

Fishing - participation remains large, but the post-pandemic climb pauses. The 2026 Special Report on Fishing counted 57.0 million U.S. participants in 2025, down from 57.9 million in 2024 and the first annual decline since 2021. Participation is still nearly 25% above a decade ago, leaving retention and frequency as the next commercial challenge.

Source: American Sportfishing Association; SGB, August 3, 2026.

Physical retail - price sensitivity does not eliminate store demand. ICSC expects back-to-school spending to edge higher, but shoppers are actively seeking promotions and value in stores. At the same time, On plans four California stores and two in Sao Paulo, while New Balance opened its first West Coast flagship - evidence that performance brands still see physical retail as a growth and storytelling channel.

Source: ICSC; On; New Balance; SGB, August 3, 2026.

Companies & Executives

Mammut / CPE - ownership shifts toward Asian scale without moving the alpine core. Jacobs Capital agreed to sell the Swiss mountain brand to Chinese investment firm CPE. Existing management, headquarters and core product functions are expected to remain in Switzerland, while CPE adds capital and market expertise for expansion in China and the wider Asia-Pacific region.

Source: Jacobs Capital / Mammut transaction announcement; OIC, July 30, 2026.

Lenzing - fiber restructuring combines capacity cuts with new capital. The Austrian materials group plans plant closures in Austria and the UK, workforce reductions, EUR 120 million in targeted savings and a capital increase of up to EUR 300 million. The reset concentrates resources on stronger positions, particularly nonwovens, but also underscores continued pressure across European fiber production.

Source: Lenzing restructuring announcement; OIC, July 2026.

Earnings, Economy & Markets

Garmin. Q2 revenue rose 11% to a record $2.02bn and operating income increased 30% to $616m. Fitness grew 25%, Marine 14% and Aviation 8%, while Outdoor declined 2%. Garmin raised full-year guidance to about $8.05bn of revenue and $10.00 of pro forma EPS.

Source: Garmin Q2 2026 results, July 29, 2026.

VF Corporation. Reported revenue fell 5%, but increased 1% excluding divested Dickies. The North Face grew 6% and Timberland 4%, while Vans declined 8-9% and is expected to remain weak in Q2. Management positioned Altra as the next growth platform, but the brand split and CFO transition kept execution risk elevated.

Source: VF Corporation Q1 FY2027 results; SGB / OIC, July 29, 2026.

Columbia Sportswear. Q2 sales increased 2% to $614.4m, supported by international markets and footwear, while U.S. demand remained soft. A $78m tariff refund materially lifted reported margin and earnings; sales guidance was maintained, while full-year operating-income and EPS ranges increased.

Source: Columbia Sportswear Q2 2026 results; OIC, July 30, 2026.

Newell Outdoor & Recreation. Segment sales increased to $240m from $234m and core sales grew 3.7%, the first positive quarter in four years, led by U.S. demand and Coleman innovation. Normalized segment margin fell to 3.8% from 5.6%, so profitability recovery still trails the top-line improvement.

Source: Newell Brands Q2 2026 results; SGB / OIC, July 31, 2026.

Markets. In the Artiga watchlist (close July 31), SPY gained 1.10% for the week and XLY rose 6.11%. Outdoor-exposed names diverged around earnings: Amer Sports added 4.69%, while VF fell 15.91% and Columbia declined 4.72%.

Source: Market price aggregation; Artiga calculations.

Next dates to watch

Date	Item
Aug 13, 2026	YETI Holdings - Q2 fiscal 2026 results.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis.
Aug 31-Sep 2, 2026	Texworld Apparel Sourcing Paris - Le Bourget.
Jan 29-31, 2027	BAREFooT European Shoe Fair - Messe Offenbach.

Sources consulted (selection)

SGB Executive | Outdoor Industry Compass | Mammut | Jacobs Capital | Niber Technologies | American Sportfishing Association | ICSC | University of Michigan | Lenzing | Garmin | VF Corporation | Columbia Sportswear | Newell Brands | YETI | Outdoor Retailer | Texworld Paris | market price aggregation